

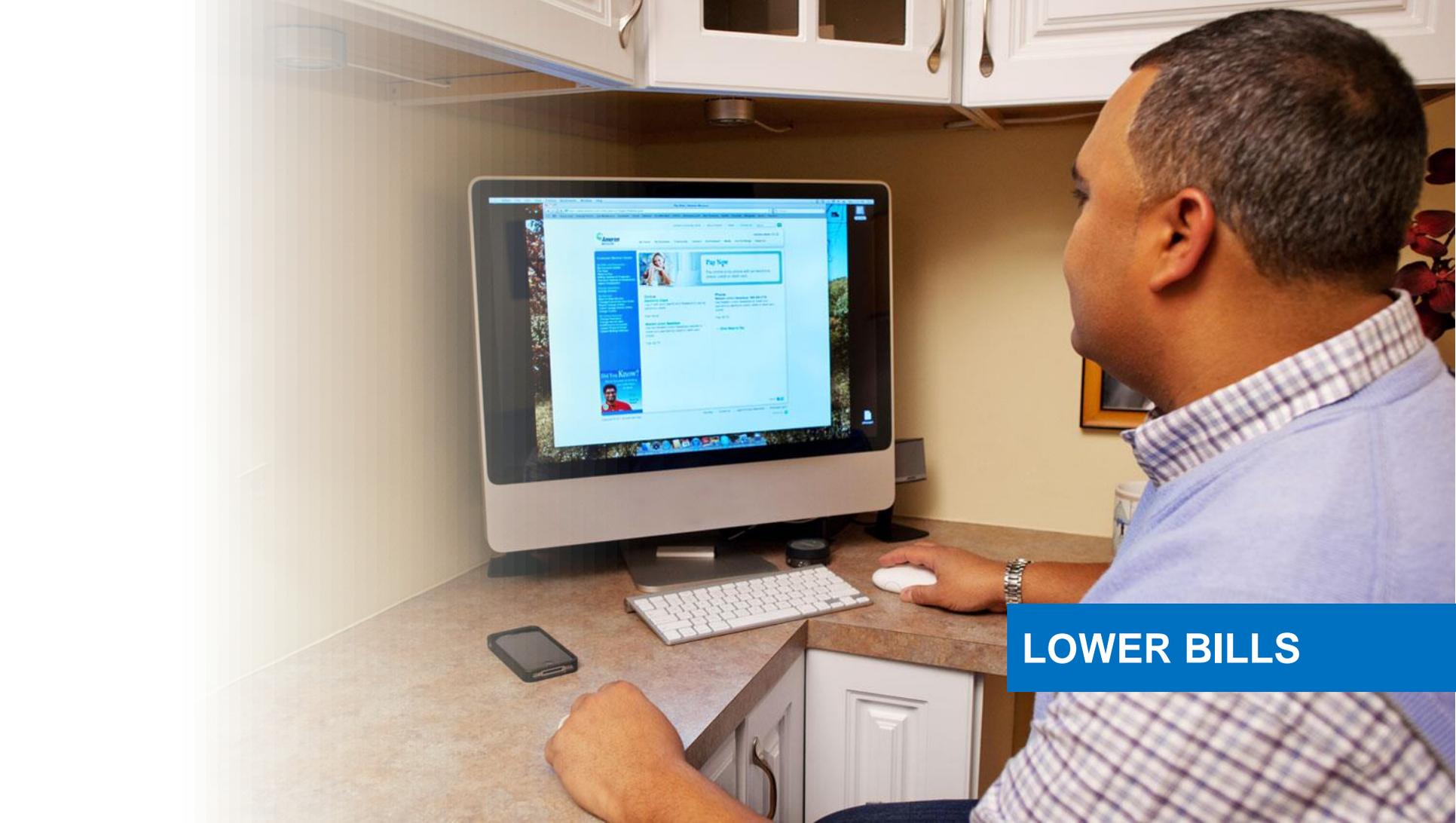
Taking Credit for the Joneses

How To Achieve a Net-to-Gross Greater Than 100%

Wade Morehead

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LOWER BILLS

Ameren Illinois ENERGY STAR New Homes Program

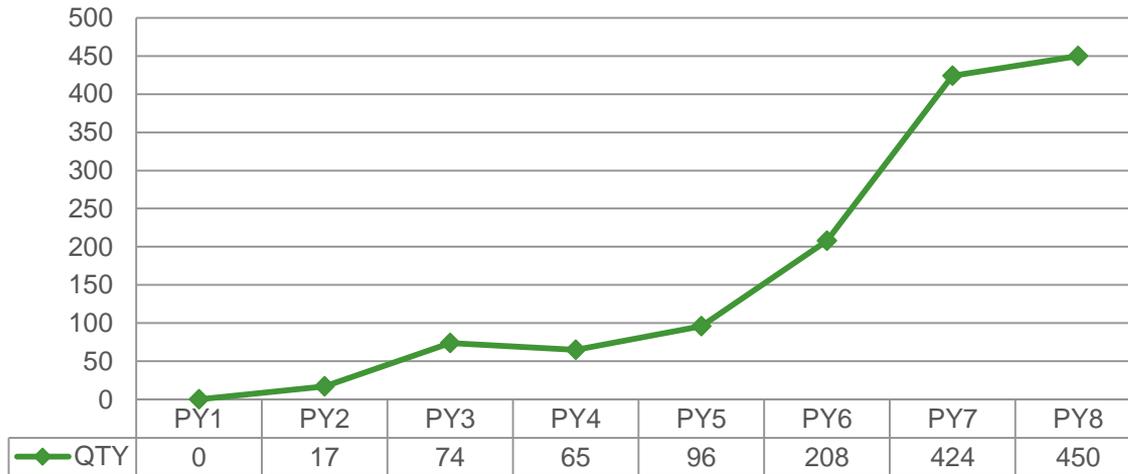
- Implemented by CLEARResult (formerly CSG) since 2009.
 - Focused on consistent growth since launch
- Many programs struggle with NTG, especially new programs
 - Low NTG can cause a program to fail cost effectiveness tests
- Our program had a deemed NTG of 80% since launch
 - Recent evaluation found actual NTG to be 101%
 - Spillover offsets free ridership – The Joneses
 - Market transformation contributes additional savings



Ameren Illinois ENERGY STAR New Homes Program

- Rapid growth in recent years

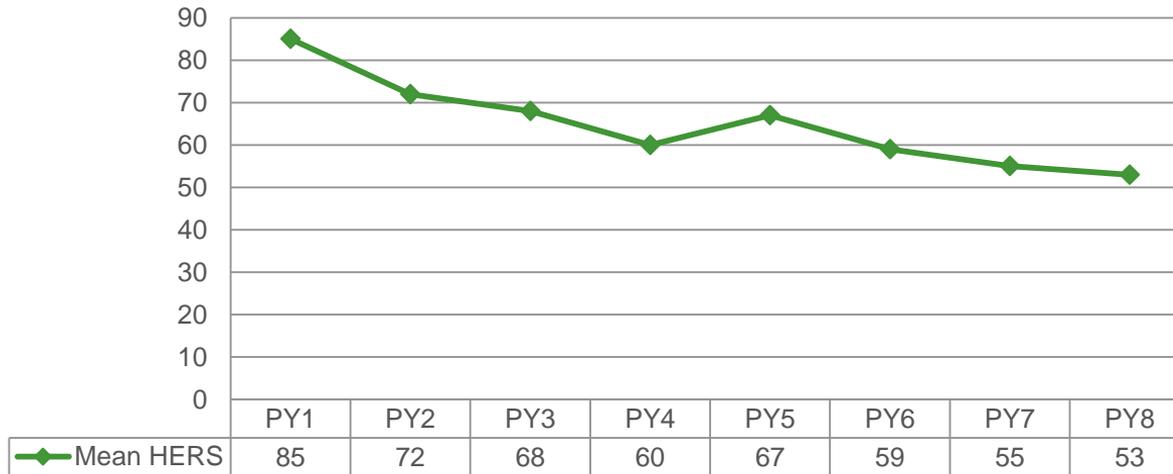
Participating Homes by Program Year



Ameren Illinois ENERGY STAR New Homes Program

- Consistent improvement in efficiency

Average HERS Index





PRICELESS COMFORT

What is Net-to-Gross Anyway?

- Net-to-Gross; NTG; NTGR – Method of attributing savings that directly result of the program's influence
 - 100% - Free Ridership + Spillover
 - $\text{Net Savings} \div \text{Gross Savings}$
- Free Ridership – Activity that would have occurred without the program
- Spillover – Additional activity that is not directly measured by the program but occurred as a result of the program

How is Free Ridership Measured?

- Self-Report Surveys
 - Contact the builders, raters, code officials, and/or homeowners
 - Surveys designed to determine program influence in efficiency decisions
- Energy analysis of various homes by participating builders
 - Is there a significant difference between homes built in the program vs. those built outside of the program?
 - If no, how do we determine causality?

How is Spillover Measured?

- Participant Spillover
 - Additional savings realized by participants that resulted from program participation but was not claimed by the program
 - Usually only applies if there are items not included in the energy analysis
- Non-Participant Spillover
 - Additional savings realized by non-participants that can be attributed to the influence of the program
 - Other builders that are building better than code to keep up with program builders.
 - Market transformation – general building practices improving



PIECE OF MIND

Best Practices

- Communication, Communication, Communication
- Increasing Requirements
- Promotion to Non-Participant Builders

Best Practices

- Communication
 - Regular contact with builders and raters
 - Training raters and builders in new products and building practices
 - HERS Raters continuously recommending improvements
 - Make builders and raters feel like they are part of the program
 - Rewards and awards

Best Practices

- Increasing Requirements
 - Keeping them working, pushing the envelope
 - Continuous improvement of efficiency
 - Stay ahead of the code (and other builders)
 - The code can help you program
 - Make them “blame” the program for the way they build
 - Generous incentives can help move the market!

Best Practices

- Promotion to Non-Participant Builders
 - Put your builders on a pedestal
 - Home Shows and Homebuilder Associations
 - Breed a bunch of copycat builders
 - Make them keep up with program builders to compete
 - They will build better without participating
 - You don't even have to pay them!



NEW TECHNOLOGY

QUESTIONS?





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